

# GRI Club Event: Illiquid and High-Yield Assets

DATE: Sunday, August 17, 2025  
LOCATION: Vila Gertrudes, São Paulo, BR

## Event Description

GRI Club Event: Illiquid and High-Yield Assets is a premier conferences event in Vila Gertrudes. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** conferences

**Importance Rank:** 40/100

**Expected Attendance:** 300 people

**Event ID:** Efz6N884EiNNFSCyqL

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 120 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*